

# Term translation

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# Points to discuss

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- Translation
- Culture-specific words/special terms
- Methodological hints
- Means of translation
- Translation strategies

# Translation

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Peter Newmark:

"Translation is a craft consisting in the attempt to replace a message and/or statement in one language by the same message and/or statement in another language"

# Translation

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Peter Newmark:

“any old fool can learn a language [...] but it takes an intelligent person to become a translator”

# Culture-specific words

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- can be easily rendered into the target language (TL), as in the case of topographical expressions
- the word in the source text (ST) may be strongly rooted in the source culture (SC) and, yet, it may be too difficult to understand for the audience it is addressed to

# Culture-specific words

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- the target language may also lack a more specific concept or term (hyponym) or a more general one (superordinate)
- literal, word for word, translation may be completely undecodable (the speakers of English would neither understand the nature of the institution in reference to source language culture, nor associate it with any institution of a similar type present in their system)

# Special terms

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- are the linguistic expressions in various disciplines
- generally correspond to a single concept in the given discipline

# Special terms

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Sager:

"... translators have to work as terminologists when they are faced with decisions concerning the right choice among alternative expression forms or the creation of a neologism or a paraphrase"



# Special terms

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- acquire some basic knowledge about terminology
- consider the referent of the term in the *ST* context
- let target text (*TT*) readers pay attention to and accept the singular meaning of the term

# Special terms

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Roudeau

- Terminologists "start from the concept (referent) to think about the name of the specified concept, and if it has no name, how to name it?"
- Lexicologists "pin down the meaning(s) of the linguistic form after they distinguish a linguistic form"
- terminologists work "on the basic terminological principle of concept prioritizing name"

# Special terms

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- terms demand the singularity of meaning and the unique reference of the referent
- ordinary words are often polysemous, and many words often have the same meaning, which shows the richness of linguistic expressions

# Special terms

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Huang & Chen:

"there are cases when one term has many meanings or many terms actually refer to one concept, terminologists always try their best to avoid or even erase such phenomena instead of letting them grow uncontrollable as in the case of ordinary words"

# Methodological hints

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- search sources from the same discipline in the target language (TL) for the equivalent term, which is the preferred translation strategy in translating the source language (SL) term with the same concept of the TL term

# Methodological hints

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- consider various aspects concerning the translation of the term
  - choose the appropriate expression in the TL
  - coin a new TL term corresponding to the concept of the SL term

# Methodological hints

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- translated term should look like a term itself, that is, conforming to the reading and cognitive habits of the TL readers so that they will accept it as a term with a unique referent

# Means of translation

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- **Transliteration**
- **Transcription**
- **Tracing**
- **Descriptive translation**



# Transliteration

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- the transfer of English word into Ukrainian by reconstructing its graphic form, i.e. letters of the word

**Genocide** – ГЕНОЦИД

**Baltimore** – Балтімор

«**Washington Post**» - ВАШИНГТОН ПОСТ

# Transliteration

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Words reproduced by transliteration do not convey the English pronunciation, and only reconstruct archaic features of English orthography.

The above words are pronounced in English respectively:

[дженосайд] [болтимор] [уошинтон поуст]

# Transcription

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the transfer of their sound image with the help of Ukrainian letters

«**Guardian**» - Гардиан

«**know-how**» - ноу-хау

«**General Motors**» - Дженерал Моторс

# Transcription

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Transfer of English lexical unit with the help of transcription does not mean its exact reproduction in Ukrainian because of the different phonetic systems of both languages

[h] – Harrow    [x] - Харроу ;    Halifax [ɣ] - Галіфакс

[th] – Truth    [c] Трус;    Elisabeth [т ] Елізабет

# Transliteration and transcription

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Methods of transliteration and transcription are relatively rarely used separately.

The practice is to use a combination of both methods.

# Transliteration and Transcription

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«Herald Tribune» - «Геральд Трібьюн»

first word is transferred with the help of  
transliteration, the second – with the help of  
transcription

# Transliteration and Transcription

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The methods of transliteration and transcription are used in the transmission of English proper names, place names, names of ships, planes, newspapers, magazines, companies, and offers some neologisms, etc.

**Galsworthy** – Голсуорсі

**Dorsetshire** - Дорсетшир

**Downing street** – Даунінг стріт

**Impeachment** - імпічмент

# Loan Translation

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- the translation of the parts of the English word or phrase followed by joining of the translated parts.

**Backbencher** – «заднескамеечник» рядовий член парламенту

**Shuttle diplomacy** – челночна дипломатія

«**Shadow cabinet**» - ТІНЬОВИЙ КАБІНЕТ



# Descriptive translation

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- a detailed explanation of the word or phrase:
  - when in the Ukrainian language there is no such item

**Baby-sitter** – той, хто доглядає за дітьми за гроші

**Highball** – віскі з льодом у високому келихі

# Descriptive translation

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- a detailed explanation of the word or phrase:
  - due to the peculiarities of word combinability in the English language

**Negotiated settlement** – узгодження в результаті переговорів

**Better-late-than-never admission** – визнання, зроблене з принципу «краще пізно ніж ніколи»

# Descriptive translation

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- When grammatical structures of the English and Ukrainian languages are completely different

The general was manoevered out of the presidency in 1974.

Генерал був змушений піти з поста президента у 1974 році в результаті маневрів його супротивників.

(Expanded description with the adding of further explanation is due to the need to convey adequately the construction “was manoevered” which is absent in Ukrainian language)

# Descriptive translation

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- when there is a the need to transfer a newspaper headline

**Three counties to go wet** – Втрьох графствах  
передбачається продаж спиртних напоїв у неділю.

# Translation strategies

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- Translation by generalization
- Translation by a more specific term (hyponym)
- Translation by cultural substitution
- Using a loan word
- Translation by paraphrase
- Translation by omission

# Translation by generalization

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usage of a more general word (superordinate) or in the case of a whole concept replaces the more specific one with a more commonly known, wider one

# Translation by a more specific term

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is the opposite of the above-mentioned strategy of generalisation.

It is seemingly less popular, probably due to the fact that it is easier to search for a more general word than for a more specific one

# Translation by cultural substitution

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involves replacing a culture-specific item  
or expression in the source text  
with a target language item which describes  
a similar concept in target culture and thus  
is likely to have a similar impact on the target readers.



# Translation by cultural substitution

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+ it gives the readers a concept which they can identify and which is easy to understand, familiar and appealing to them

+ the translator then avoids the necessity of providing footnotes or lengthy explanations of the item in question

# Translation by cultural substitution

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- + it gives the readers a concept which they can identify and which is easy to understand, familiar and appealing to them
- + The translator then avoids the necessity of providing footnotes or lengthy explanations of the item in question.

should not be employed when historical background is very important

- may lead to overgeneralizations or simple misunderstandings

# Using a loan word

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helps in the case of very modern, newly introduced concepts

The loan word can/should be followed with an explanation (it can be a definition built into the text), which is extremely useful when the word in question is repeated several times in a text

# Translation by paraphrase

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the translator has two possible solutions:

- When the concept expressed by the SI is localised in the TL but in a different form, the translator resorts to paraphrase with the use of related words
- when the concept expressed by the SI is not lexicalized at all in the TL, the translator can try to paraphrase it with the use of unrelated words

# Translation by paraphrase

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- + it is possible to achieve a high level of precision in specifying the meaning of a word or concept that poses difficulties in translation
- it usually involves filling a one-item slot with an explanation consisting of several items. Thus a striking disproportion in length of the source text and target text may occur, which is hardly ever a desirable effect

# Translation by omission

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If the meaning conveyed by a particular item or expression is not vital enough to the development of the text to justify distracting the reader's attention with lengthy explanations, the translator can sometimes simply omit the word or expression in question

Considered to be the strategy of last resort, used only in the case of items posing extreme difficulties in translation